

PRELIMINARY AMENDMENT
Attorney Docket No.: Q68639

6. Method according to claim 1, characterized in that the label (6) and the support belt (5) are fed past the application head (3), the adhesive of the label (6) being brought into contact with the object (2, 20) as a result of the application head (3) acting on the support belt (5).

7. Method according to claim 1, characterized in that the support belt (5) is removed upstream of the application head (3).

8. Method according to claim 1, characterized in that the support belt (5), downstream of the application head (3), is moved past a removal strip (11), in such a manner that labels (6) which have remained on the support belt (5) are removed from the support belt (5) by the removal strip (11).

9. Device, clearly intended for carrying out the method according to claim 1, which device comprises:

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- a frame,
 - an application head (3) which is attached to the frame and is displaceable with respect to the frame,
 - means for feeding a support belt (5) towards the application head (3), separated labels being arranged on the support belt (5), and
 - means (10) for removing the support belt (5) from the application head (3) towards a removal roll, characterized in that the device comprises an edge or strip (7) which is arranged upstream of the application head (3) in the path of the support belt (5), which edge or strip (7) comprises a contact surface which extends substantially transversely with respect to the direction of movement of the support belt (5), the edge or strip (7) providing an angle in the path of the support belt in order to bend the support belt (5) at said contact surface in order to obtain local deformation of the support belt (5) at said contact surface.

X2 11. Device according to claim 9, characterized in that the distance between the edge or strip (7) and the application head (3) is adjustable.

12. Device according to claim 9, characterized in that the application head is designed as a roller (3).

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13. Device according to claim 9, characterized in that the application head is designed as a brush (15, 31).

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14. Device according to claim 9, characterized in that that side of the application head (30) which faces towards the objects (2, 20) to be printed is provided with a substantially curved recess.

15. Device according to claim 9, characterized in that the device comprises a removal strip (11) which is positioned downstream of the application head (3) in the path of the support belt (5).

